



USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 01/06 thru 01/12.

(prices in dollars per carton)

Fri. Jan 06, 2006

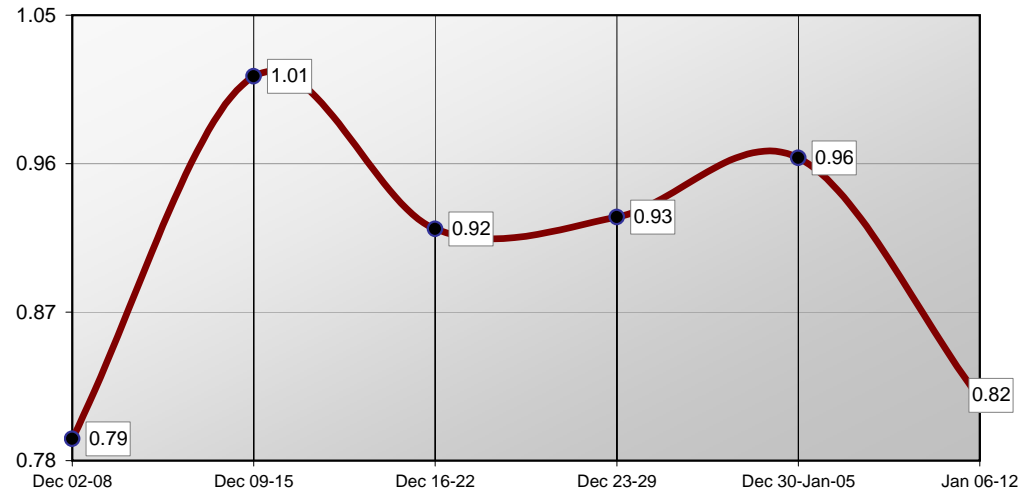
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		32.4% of 16,700 stores				20.5% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	20	1.20	500	0.85			30	0.72
	White 18 pack			440	1.19			710	1.67
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	330	0.90	2,070	0.81	40	0.59	930	0.87
SPECIALTY	White 18 pack			740	1.25			40	1.00
	Brown 12 pack							200	0.77
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			160	2.99			450	3.41
	OMEGA-3								
LARGE	White 12 pack	20	2.00	830	2.07			200	1.99
	Brown 12 pack	560	1.99	560	1.99	560	1.99	670	1.99
	CAGE-FREE								
	White 12 pack								
	Brown 12 pack	200	2.39	1,580	2.14			1,400	2.15
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				4,100		1,950		Large Eggs on	
Specialty Shell Eggs				3,910		3,280		Jan-02-2006	
Total (including Medium)				8,040		5,230		401.9	
Special Rate 4/:				3.6%		2.3%		up 11%	

5/: Inventory in thousands of 30-dozen cases.

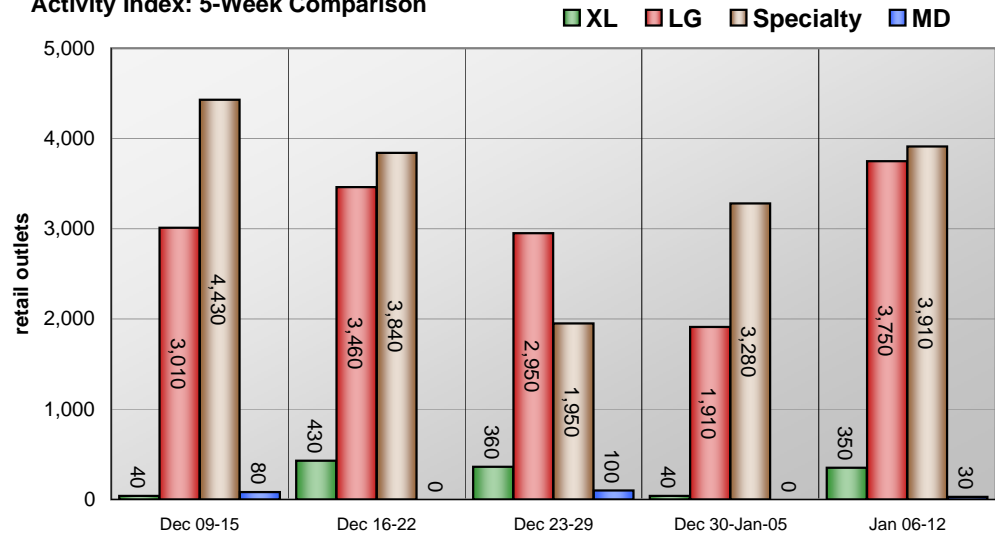
Shell Egg Featuring - 01/06 thru 01/12

Overall retail shell egg promotional activity is sharply higher when compared to a week ago. Grade AA ads increased substantially, however Grade A continue to be commonly featured. The Northeast and Midwest regions are most active with over 50% of sampled outlets with specials. Omega-3 eggs are more visible, although cage-free brown are still prevalent in the specialty egg sector.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		67.1% of 3,800 sampled outlets						10.0% of 5,000 sampled outlets						58.6% of 2,400 sampled outlets					
2/ Activity Index		Activity Index = 4,110 (includes Medium)						Activity Index = 740 (includes Medium)						Activity Index = 1,840 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.69 - 0.99	70	0.74										1.00	20	1.00
	White 18 pack				1.29	120	1.29												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69 - 1.00	630	0.84	0.79 - 0.99	100	0.88	0.69 - 0.99	370	0.86	0.79 - 1.00	210	0.90	0.50 - 1.00	890	0.78
	White 18 pack				1.00 - 1.59	520	1.23				0.98	60	0.98				1.29 - 1.49	140	1.41
	Brown 12 pack																		
MEDIUM		White 12 pack			0.79	30	0.79	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99	160	2.99												
	OMEGA-3																		
	White 12 pack				1.99 - 2.04	460	2.02							2.00	20	2.00	1.99 - 2.25	240	2.21
	Brown 12 pack	1.99	490	1.99	1.99	490	1.99	1.99	70	1.99	1.99	70	1.99						
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack	2.39	200	2.39	1.99 - 2.50	940	2.21				1.99	70	1.99				1.97 - 2.50	320	2.16
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		18.1% of 2,600 sampled outlets						6.6% of 2,000 sampled outlets						39.6% of 900 sampled outlets					
2/ Activity Index		Activity Index = 750 (includes Medium)						Activity Index = 140 (includes Medium)						Activity Index = 460 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69 - 1.00	330	0.87	1.20	20	1.20	0.89	40	0.89				0.69 - 1.20	60	0.88
	White 18 pack																1.00 - 1.59	300	1.17
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.99	20	0.99	0.69 - 0.99	180	0.74												
	White 18 pack				1.49	20	1.49												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.99	50	1.99				1.99	80	1.99						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.97 - 2.00	150	1.99										1.50 - 1.79	100	1.75

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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